

**A Snack Made with Whole Grains That's
Sure to Have Them Begging for More.**



New Scooby-Doo!™
Graham Cracker Sticks are
the perfect snack to fetch
increased meal participation.



cereals

snacks

cookies

crackers

cones

veggie foods

Introducing a new snack that will be everyone's best friend.

Grab Attention with New Scooby-Doo!™ Baked Graham Cracker Sticks

- Highly branded packaging featuring a kid favorite, Scooby-Doo!™.
- Kid-focused graham snack perfect for breakfast, lunch, a-la-carte and after school.
- Cinnamon-flavored, bone-shaped baked graham cracker sticks.

Over 80% of kids rated the taste of Scooby-Doo!™ graham sticks as good or super good¹.

A Snack Students Will Want to Get Their Paws on

- Fun bone shapes and highly visible Scooby-Doo!™ branding makes for a "cool" food to enjoy.
- Majority of kids surveyed preferred the bone-shaped appearance over the competition.¹
- Scooby-Doo!™ ranks in the top 15 for appeal and likeability among kids.²

Nearly 80% of kids tested would like to try the food from just looking at the package¹.



Tail-Waggingly Wholesome

- Meets strict school nutritional guidelines:
 - No more than 35% of calories from fat.
 - No more than 10% of calories from saturated fat.
 - No more than 35% sugar by weight.
- Made with whole grain ingredients, equals one bread exchange and is nut-allergen free.
- Qualifies as a "Good Source of Calcium."

A Snack with a Nose for Sales

- Fun shapes, cinnamon flavor and high impact of Scooby-Doo!™ branding on food and packaging will have students coming back for more.
- Increasing meal participation will drive incremental revenue and profits.
- Pre-packaged format, nutritional profile and price point makes for perfect reimbursable menu option at breakfast, lunch and snack time!



1. Scooby Doo!™ Graham Snack Crackers Preference Test, 2005 2. Cartoon Q-Spring 2004

| UPC CODE | DESCRIPTION | CASE PACK | BREAD SERVINGS | NET CASE WEIGHT (lb.) | GROSS CASE WEIGHT (lb.) | CASE DIMENSIONS (in.) | CASE CUBE | DISTRIBUTOR CODE |
|-------------|--|------------------|----------------|-----------------------|-------------------------|------------------------|-----------|------------------|
| 30100-28665 | Keebler® Scooby-Doo!™ Cinnamon Graham Sticks | 175 ct./ 1.0 oz. | 1 | 10.9 lbs. | 13.75 lbs. | 19.56"x 14.31"x 12.63" | 2.05 | |

For more information, contact your Kellogg's® Food Away From Home representative at 1-877-511-5777 or visit www.kelloggsfoodawayfromhome.com
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